

In the Claims:

Please cancel claims 1 through 23 and 36 through 38. Further, please amend claims 26 and 34, and add claims 39-41 as follows:

26. (Once Amended) The rotatable label of claim 24 wherein the temporary adhesive has a viscosity of about 278 cP at 250°F/27/100 rpm.
34. (Once Amended) The rotatable label of claim 32 wherein written indicia is disposed on the back surface.
39. (New) The rotating label of claim 24 wherein the temporary adhesive is an electrostatic charge.
40. (New) The rotating label of claim 24 wherein the temporary adhesive is a wetting agent.
41. (New) The rotating label of claim 40 wherein the wetting agent is water.

A marked-up version of the amendments to the specification and claims is provided in the Appendix showing all modifications submitted herewith.